



# WELSH & KATZ, LTD.

*Attorneys at Law*

120 SOUTH RIVERSIDE PLAZA • 22ND FLOOR  
CHICAGO, ILLINOIS 60606-3912

TELEPHONE (312) 655-1500  
FACSIMILE (312) 655-1501

[www.welshkatz.com](http://www.welshkatz.com)

A. SIDNEY KATZ\*  
RICHARD L. WOOD\*  
JEROLD B. SCHNAYER  
ERIC C. COHEN  
JOSEPH R. MARCUS  
GERALD S. SCHUR  
GERALD T. SHEKLETON  
JAMES A. SCHEER  
DANIEL R. CHERRY  
ROBERT B. BREISBLATT  
JAMES P. WHITE  
R. MARK HALLIGAN  
HARTWELL P. MORSE, III  
EDWARD P. GAMSON, PH.D.  
KARA E.F. CENAR  
KATHLEEN A. RHEINTGEN  
THOMAS W. TOLPIN\*  
ELLIOTT C. BANKENDORF  
RICHARD W. MCLAREN, JR.  
JOHN L. AMBROGI  
JULIE A. KATZ  
JON P. CHRISTENSEN  
ERIC D. COHEN  
WALTER J. KAWULA, JR.  
PHILIP D. SEGREST, JR.  
MITCHELL J. WEINSTEIN  
LEONARD FRIEDMAN  
STEVEN E. FELDMAN  
JEFFREY W. SALMON

THOMAS L. GEMMELL  
LOUISE T. WALSH  
CHARLES R. KRIKORIAN, PH.D.  
PAUL M. VARGO, PH.D.  
JOSEPH E. CWIK

SHANNON L. NEBOLSKY, PH.D.  
RICHARD J. GURAK  
J. ARON CARNAHAN  
ERIK B. FLOM, PH.D.  
TERESA D. TAMBOLAS  
DANIEL M. GURFINKEL  
MICHELE S. KATZ\*  
NATALIE A. REMIEN  
KRISTA M. LEBARON  
YOLANDA M. PRICE

OF COUNSEL  
LAURIE A. HAYNIE  
JAMES J. MYRICK  
THOMAS R. VIGIL

DONALD L. WELSH (1925-1998)

\* ALSO ADMITTED IN DISTRICT OF COLUMBIA

October 29, 2003

Mail Stop Non-Fee Amendments  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Re: Patent Application of Hohberger et al.  
Serial No. 10/001,364  
Filed: October 25, 2001  
**METHOD AND APPARATUS FOR  
ASSOCIATING ON DEMAND CERTAIN  
SELECTED MEDIA AND VALUE-ADDING  
ELEMENTS**  
Our File No. 7887-83889

Dear Sir:

Enclosed herewith are the following:

1. Transmittal Letter (in duplicate);
2. Certificate of Mailing by First Class Mail (37 CFR 1.8);
3. Response to Notice of Non-Complaint Amendment (in duplicate);
5. Postcard.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account 23-0920.

Very truly yours,

WELSH & KATZ, LTD.

By

Eric D. Cohen

RECEIVED  
NOV - 7 2003  
ELECTRONIC MAIL CENTER 2800

2853

## CERTIFICATE OF MAILING BY FIRST CLASS MAIL (37 CFR 1.8)

Applicant(s): Hohberger et al.

NOV 03 2003

Docket No.

83889

Serial No.  
10/001,364Filing Date  
October 25, 2003Examiner  
An H. DGroup Art Unit  
2853Invention: METHOD AND APPARATUS FOR ASSOCIATING ON DEMAND CERTAIN SELECTED MEDIA AND  
VALUE-ADDING ELEMENTS

I hereby certify that this Response to Notice of Non-Complaint Amendment  
(Identify type of correspondence)

is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450

on October 29, 2003  
(Date)

Eric D. Cohen, Reg. No. 38,110

(Typed or Printed Name of Person Mailing Correspondence)

(Signature of Person Mailing Correspondence)

RECEIVED  
NOV - 7 2003  
TECHNICAL DIVISION 2800

Note: Each paper must have its own certificate of mailing.